

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .HELLER FOR SENATE

Product DEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/31/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HELLER FOR SENATE SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 12,900  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	7A-9A		:30	\$400.00	10/31-11/02	3	1	3	\$1,200.00	
		Buyline Comment: GD MRN AMR										
	2	W-F	7P-730P		:30	\$800.00	10/31-11/02	1	1	1	\$800.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	3	W-F	730P-8P		:30	\$800.00	10/31-11/02	1	1	1	\$800.00	
		Buyline Comment: MILLIONAIRE										
	4	W-F	11P-1135P		:30	\$850.00	10/31-11/02	1	1	1	\$850.00	
		Buyline Comment: LATE NEWS										
	5	W	9P-930P		:30	\$7,500.00	10/31-10/31	1	1	1	\$7,500.00	
		Buyline Comment: MODRN FAMILY										
	6	SA	5P-830P		:30	\$1,750.00	11/03-11/03	1	1	1	\$1,750.00	
		Buyline Comment: ACB COLLEGE FTBALL										

---REPORT TOTALS---

Report Totals: 8 / \$12,900.00

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---SALES MONTHLY TOTALS---

Nov 12: 8 / \$12,900.00  
Sales Totals: 8 / \$12,900.00  
Station Totals: 8 / \$12,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,667	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE